The World of YAMAHA
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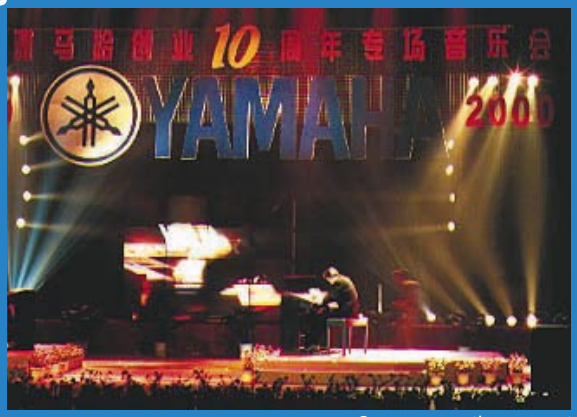
10th Anniversary Ceremony for Tianjin Yamaha in China



Commemorative concert

Millennium Junior Original Concerts in Germany, Italy

The Junior Original Concerts (JOC) were recently held in Germany and Italy. The JOC concept involves children up to the age of 15 performing their own compositions. The two concerts in Germany took place in the cities of Berlin and Eisenach, on May 17 and 19, respectively. The first ever JOC to be held in Italy took place in Milan on May 28.
The concerts each commemorated the millennium, with three children participating from Japan along with German and Italian children. Several memorable piano solos featured, which were particularly well received.

Frankfurt Music Messe

Frankfurt Music Messe 2000 was held in Germany from April 12 to 16. In addition to its main booth of acoustic and electronic instruments, Yamaha also set up a separate booth to display a large range of Professional Audio equipment. Altogether more than 100 new Yamaha products were displayed at this year's expo, which certainly reinforced Yamaha's strong profile throughout the industry.

10th Anniversary Ceremony for Tianjin Yamaha in China

Party and Commemorative Concert Held

A party to celebrate the 10th anniversary of the establishment of Tianjin Yamaha Electronic Musical Instruments, Inc. was held by the company on June 16. The guest list for the commemorative ceremony was headed by the deputy mayor of Tianjin Mr. Wang Shuzu, who also serves as Vice-Governor of Tianjin Province. President of Yamaha Corporation Mr. Shuji Ito greeted the many honored guests present, including Mr. Li Ruihuan, head of the Chinese People s Political Consultative Conference, thanking the people of Tianjin city for their invaluable support, and reiterating Yamaha s commitment to making a positive contribution to the development of China s music industry.

Tianjin Yamaha was established in 1990 as a joint venture between Yamaha Corporation and the Tianjin Electronics and Instrument Industrial General Company. Currently, the company produces approximately one million electronic keyboards a year, with sales revenues of around 1 billion yuan. About 90% of the company s output is exported. Among Yamaha s overseas production facilities, the Tianjin Yamaha factory ranks second in sales revenues. In 1997 the company gained ISO9002 certification, and in 1999 ISO14001 accreditation was achieved.

On the evening of June 16 from eight o clock, at the Tianjin Guest House, a special commemorative concert was held in front of about 2,400 Chinese music fans. Professor Zhu Lei of the Shanghai Conservatory, first flutist for the Shanghai Traditional Music Orchestra Tang Tunpa, and Japanese Electone player Yuko Amano were among those invited to perform.

President Ito Pays Courtesy Call on Mr. Li Ruihuan: a Standing Member of the Central Politburo of the CCP and Chairman of the People's Political Consultative Conference

Preceding the Tianjin Yamaha 10th anniversary celebrations on June 16, President Shuji Ito paid a courtesy call on Li Ruihuan at the Great Hall of the People in Beijing. Mr. Li is a standing member of the Central Politburo of the Chinese Communist Party and also Chairman of the Chinese People s Political Consultative Conference. Mr. Li welcomed the visit by President Ito.

At the post-meeting press conference, Mr. Li commented, Tianjin Yamaha has grown strongly over the past 10 years. Within the friendly Sino-Japanese relationship, we look forward to Tianjin Yamaha further expanding its collaboration with Tianjin City, and achieving a great many successes in the future. The conference was attended also by the mayor of Tianjin, Mr. Li Ruihuan and deputy mayor Mr. Wang Shuzu.

Commemorative concert (Yuko Amano)

The commemorative party

Chairman Li Ruihuan(right) and President Shuji Ito(left)

Yamaha Music Foundation of Taiwan Receives Award for Cultural Contribution

On May 1 the Yamaha Music Foundation of Taiwan received a Gold Wensheng Award from the Taiwan Council for Cultural Affairs Executive. The awards ceremony was held at the Grand Hotel in Taipei, and attended by the Council s Executive Chairman Mr. Xiao Wanchang. This year was the third time the awards have been given to organizations and companies chosen for their contribution to the culture and arts of Taiwan. Yamaha Music Foundation of Taiwan is active in music popularization, training of music teachers, management of direct sales centers, publishing, etc. On this occasion the Foundation s efforts in bringing musical participation to the community were cited as the primary reason for the award.

Managing Director of the Yamaha Music Foundation of Taiwan Mr. Yoshio Sawamoto (President of Taiwan Yamaha) spoke of his great pleasure in accepting the award. Over the past 25 years we have strived to spread the Yamaha music school system. As a result we have witnessed the nurturing of specialists and teachers in a wide range of musical fields, and seen so many of our former pupils progress on to flourishing careers in business and the wider community. I believe that recognition of Yamaha s music popularization activity in a very positive way, led directly to this award. This achievement was only made possible through the combined efforts of everyone in Taiwan involved in these endeavors, and I wish to share the joy of this award with all of you.

The Wensheng Award recipients, including Managing Director Yoshio Sawamoto of the Yamaha Music Foundation of Taiwan (fourth from the right)

The Wensheng Award plaque and trophy

Max Takano Concert and Workshop in Malaysia

For three days from March 25, Yamaha Music Malaysia held a Max Takano Concert & Workshop Tour. The response was so overwhelming that all tickets were sold out just one week after going on sale. A total of 1,800 people attended the four concert venues.

The concert performances covered a host of genres from musicals and jazz to classical and Chinese hit songs. The audiences were thrilled and surprised by the incredible range of functions found in the latest Yamaha Electone EL500. One could easily think they were listening to a large orchestra. Many of the audience were so impressed they were eager to find out when his next concert would be.

A total of 85 participants attended the workshops, with Max Takano introducing his well-polished Electone techniques. One of the Electone teachers attending the workshop said what he learnt in the session would be absolutely invaluable in boosting the effectiveness of his own teaching.

The concert in Petaling Jaya

A Role for Yamaha's 3D Octaphonic Sound in Cancer Treatment at The University of Texas M.D. Anderson Cancer Center -An NBC News Presentation-

The Pain Research Group at The University of Texas M.D. Anderson Cancer Center is conducting a study using Yamaha s octaphonic sound system as part of a method to reduce pain during cancer treatment. The research team is led by Dr. Charles S. Cleeland, an international authority on cancer symptom research. Expecting that soft sounds may relax patients and reduce the amount of distress they feel, this study aims to examine if distress during treatment can be reduced by exposing patients to these sounds using an eight-speaker 3D sound system (Yamaha s octaphonic sound system).

News of the study was aired on an NBC evening news program on April 6. During this feature on the treatment of fatigue in cancer patients at The University of Texas M.D. Anderson Cancer Center, it was reported that clinical trials were set to begin using Yamaha s octaphonic sound system. By assuming an active role in this study, the sound laboratories project hopes to be able to make a contribution to society through cooperation with the medical industry worldwide, and also to develop new business operations.

The University of Texas M.D. Anderson Cancer Center

Professor Charles S. Cleeland (second from right) and his research team. On the far left is Mr. Ide of the Yamaha Sound Laboratory.

Frankfurt Music Messe

Yamaha's Slogan This Year: "Yamaha Goes EUROpe...Turn into the future"

Frankfurt Music Messe 2000 was held in Germany from April 12 to 16. The show featured 2,150 exhibitors, and drew in some 93,000 visitors over the five days. In addition to its main booth of acoustic and electronic instruments, Yamaha also set up a separate booth in the No. 5 Pavilion especially for the company s large range of Professional Audio equipment. Altogether more than 100 new Yamaha products were displayed at this year s expo, which certainly reinforced Yamaha s strong profile throughout the industry.

New Professional Flute, a product introduced this year, was the center of attention.

Demo performance of the Special Disklavier Pro 2000 Model

Garnering a particularly strong level of interest this year were the New Professional Flute, the Clavinova CLP Series, and the low-priced range of portable keyboards. One of the most satisfying results was a record number of orders at the Messe for the CLP Series. For pianos, since this year we are celebrating 300 years since the instrument s inception, many new models and commemorative models were introduced. Among these was the specially released Disklavier Pro 2000, whose novel design and functions grabbed a lot of attention for its image as the piano of the future.

Four Products Capture Messe Awards

At the Frankfurt Messe musical instrument trade fair in Germany, an awards event was held for the top equipment, with votes being gathered from 30 music magazines in Europe and North America. This year was the inaugural awards presentation, and instruments of every type were divided into 39 categories. Overall Yamaha took away four awards, the most for any single brand within the competition. The Portable Keyboard PSR9000 and three products from the string and percussion range were chosen as the top of their class for the year. The three latter instruments were the LS500 in the acoustic guitar category, the DG Series in the digital amplifier category, and the DTExpress in the electric drums category. On accepting the awards, Joerg Windhorst of Yamaha Europe commented, These awards are a very great honor for us. For electronic drums, we definitely want to be up on this stage again next year.

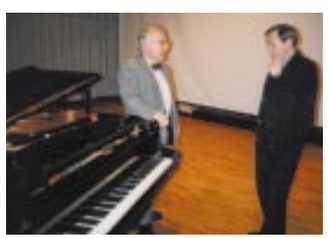
Mr. Naruse (YCJ) at the awards ceremony

Helsinki Conservatory Purchases 37 Yamaha Pianos

The highly respected Helsinki Conservatory in Finland, which has trained thousands of musicians since its founding in 1922, decided to purchase 37 Yamaha pianos following the school s move to new facilities in the spring of 1999. In the upright piano class, the Conservatory chose ten U1 and seventeen U3 models to serve the needs of its small classrooms, while seven C5 and two C7 were selected for the larger rooms. For the main auditorium, where all practical examinations are conducted, they chose a Yamaha CFIIIS full-sized concert grand piano. In all cases, pianos from several manufacturers were considered and compared, and the Yamaha models were judged to be of an exceptionally high quality.

The new Helsinki Conservatory building

The instruments were subsequently delivered to the school by technicians from the Finnish agents for Yamaha, F-Musiikki Oy, in July 1999. Helsinki Conservatory s principal Mr. Jukka Kuha and the other faculty members were extremely satisfied with the pianos they had so meticulously chosen. F-Musiikki Oy is looking forward to a very close relationship with the Conservatory for a long time to come.


Standing in front of a Yamaha CFIIIS, Helsinki Conservatory principal Mr. Jukka Kuha talks with F-Musiikki Oy piano division manager Mr. Georg Dahlstroem about his future plans.

Cebit 2000 Yamaha Products to the Fore

One of the world s largest information technology (IT) trade shows, Cebit 2000, was held in Hannover, Germany from February 24 to March 1. More than 7,500 exhibitors from every part of the globe gathered for this important showcase event, attracting over 700,000 visitors to the show. This year Yamaha took part with the aim of boosting its profile even further within the industry, expanding the Company s exhibition space to around 200 square meters. A broad range of leading-edge products attracted much visitor attention. These included the CD recorder line-up, led by the CRW8824, hi-fi equipment including DVD players for Digital Home Cinema, along with PC speakers and XG products.

A very positive reaction was received toward Yamaha s new pan-European sales organization for CD-R, Yamaha Systems Technology Europe (YSTE), which was launched on April 1. It certainly bodes well for an even brighter future for the CD-R business.

The Yamaha booth at Cebit 2000

Yamaha Products Popular at Italy's Rimini Show

Over four days from May 6 to 9 the Rimini Show for music equipment was held in the Italian east-coast city of Rimini. It was the fourth time the event has been held, and with over 30,000 visitors attending it has grown to become Europe s third-largest music expo, after the Frankfurt Messe and the Salon de la Musique Paris. The Yamaha exhibition booth was visited by more than 320 people from 160 major music dealers coming from all over Italy.

Starting this year Yamaha included a demonstration booth. Drumming demos by Akira Jimbo and Sonny Emory, as well as automated piano performances by Professor Leonzio Gobbi of the Turin Conservatory, using computers and digital video cameras, were a big hit. Orders taken over the four days were 150% above the figure achieved last year, with piano, guitar, drums and professional audio orders proving particularly strong.

Drumming demonstrators Akira Jimbo, Sonny Emory and friends

The Yamaha booth attracting a large crowd

Yamaha Pianos Take Center Stage in Spain

Concert at Barcelona's Sagrada Familia Cathedral

The Spanish city of Barcelona has as its most famous symbol the Cathedral of the Sagrada Familia, designed by Antoni Gaud . Today, more than 100 years since construction was first commenced, work on the project s final completion still continues. On May 10 a new hall within the church was completed. To mark the occasion a commemorative concert was held in the hall featuring Japanese pianist Hisako Hiseki playing a Yamaha piano. The program included the works of Barcelona-born composers Mompou, Montsalvatge and Granados, performed on a C6 grand piano that was kindly provided by major local Yamaha dealer Audenis.

Ms. Hisako Hiseki

Yamaha·Hazen Música S.A. (YH) Integrates Iberian Sales

On April 1 YH commenced wholesale sales of pianos and wind instruments within Spain. The new arrangement was made possible by YH taking over the Spanish distribution rights for Yamaha from Hazen Distribuidora General de Pianos, which began its relationship with Yamaha in 1959. This means that all musical instrument sales for the entire Iberian Peninsula, including Spain, Portugal and the Canary Islands, have now been fully integrated. The company s human resources have also been bolstered, with eight new members joining the team, including vice-president Mr. Felix Hazen.

Mr. Yasushi Matsuzaki (left) and Mr. Felix Hazen

Maria Joao Pires Uses CFIIIS on Spanish Tour

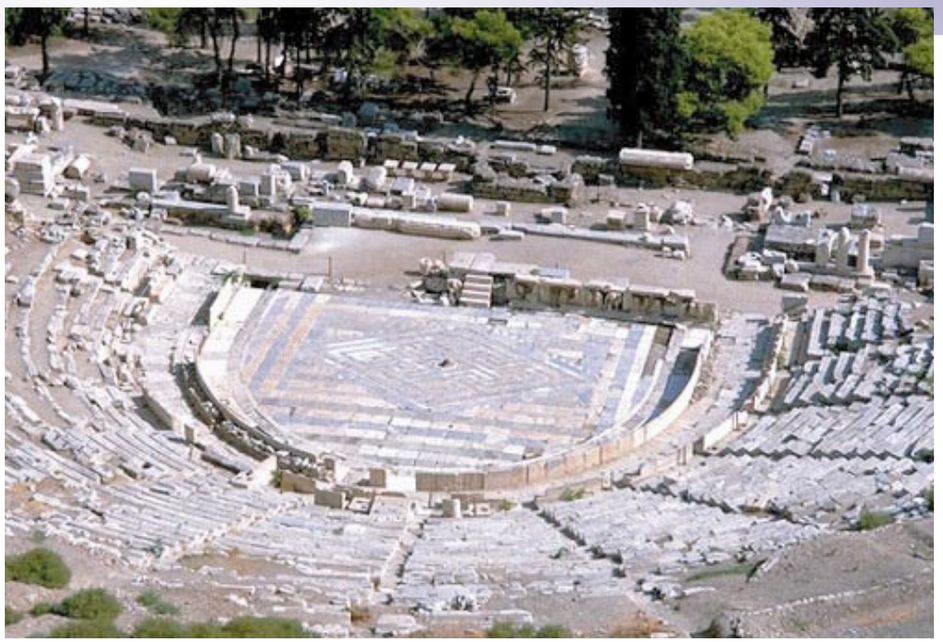
In May the renowned Portuguese pianist Maria Joao Pires held an eight-city tour of Spain, using a Yamaha piano. The tour was arranged as a joint event with tenor singer Rufus Miller, and featured vocal pieces as well as piano sonatas by composers such as Beethoven and Schubert. The piano was perfect. It was superbly suited to the way I play Beethoven and Schubert, commented Pires. The pianist is also scheduled to perform at the Yamaha Piano Centennial Concert in Lisbon on December 2 this year, organized by Yamaha-Hazen.

Maria Joao Pires (left) with the Yamaha piano

Feature Story Part 1

Everything You Ever Wanted to Know about Orchestras

The orchestra — a group of professional musical performers. Even within the pages of* The World of Yamaha, *we often see topics relating to the Berlin Philharmonic or the Vienna Philharmonic. Around the world there are hundreds of orchestras, and as music enthusiasts we go along to their concerts and listen to their recordings. Haven t you ever wondered about things like, How does one get to join an orchestra? or How are the performers chosen? or What do they do if an instrument breaks part-way through a performance? In this series of columns we shine the spotlight on all those little things about orchestras you may have wondered about but were afraid to ask. In our first installment, let s take a look at how orchestras are formed, and learn some of the details behind their organization.



The Theatre of Dionysus is located on the slope of the Acropolis Hill, Athens.

Table: Standard Orchestra Configurations

	Instruments	A	B
Woodwind	Flute	2	2
	(Piccolo, Alto Flute)	-	1
	Oboe	2	2
	(Cor Anglaise)	-	1
	Clarinet	2	2
	(Bass Clarinet, Soprano Clarinet)	-	1
	Bassoon	2	2
	(Contra Bassoon)	-	1
Brass	French Horn	2~4	4
	Trumpet	2	3
	(Cornet)		
	Trombone	3	3
	(Tenor Trombone, Bass Trombone)		
	Tuba (Tenor Tuba, Bass Tuba)	-	1
Percussion	Timpani	1(2)	1(3)
	Other Percussion	-	2
	(Bass Drum, Snare Drum, Xylophone, Glockenspiel, Cymbals, Triangle, etc.)		
Special	Harp	-	1
	Piano, Celesta, Organ	-	1
Strings	First Violin	12	16
	Second Violin	10	14
	Viola	8	12
	Cello	6	10
	Double Bass	5	8
	Total	57~59	88

The numbers indicate the number of people. The numbers in parentheses for Timpani indicate the numbers of instruments.

Q. What is the origin of the word "orchestra"?

A. Examinations of theater ruins dating back to ancient Greek civilization reveal that a semi-circular flat space existed between the amphitheater where the audience sat, and the stage. This space was called the *orcheisthai* and used by the chorus group. In a modern-day opera house, the orchestra pit is of course placed exactly where the *orcheisthai* was, thus giving us the roots of the word orchestra.

Q. Orchestras have a variety of names. What differences do they denote?

A. There is an abundant nomenclature concerning orchestras; however, the difference is only superficial since the actual make-up of the orchestras is the same. Let s take a look at a few well-known examples. There s

the Wiener Philharmoniker (Vienna Philharmonic), the Berliner Philharmonisches Orchester (Berlin Philharmonic Orchestra), L Orchestre de Paris (Paris Orchestra), and the London Symphony Orchestra. Outside Japan, generally orchestra names do not contain both Symphony and Philharmonic together, but in Japan we have cases where names such as Philharmonic Symphony are used. It is said that this stems from a mistaken belief on the part of Japanese newspapers many years ago, who assumed the word symphony referred to a large orchestra. They ended up calling the Vienna Philharmonic the Vienna Philharmonic Symphony. By the way, the word philharmonic is a combination of phil (heart) and harmony (to make as one), giving the meaning of a gathering of like-minded persons.

Q. What is the basic make-up of an orchestra?

A. On the most basic level, an orchestra consists of three major groupings. They are the string section, the wind section and the percussion section. Out of these three, only the strings have several members performing the same part, whereas in the other two sections each has its own individual part. In the table, two typical configurations are shown. By the way, in Japan, due to the difference in the number of wind instruments, Example A is called *nikan-hensei* (two wind instrument style) and Example B is called *sankan-hensei* (three wind instrument style). Example A is often used for early classical compositions, and is the most basic orchestral structure. Based on this configuration, but with a greater number of each woodwind instrument, several extra instruments, and an accordingly increased number of string players, is the configuration shown as Example B. This is a very common structure for the modern orchestra. Going even further, there are now cases of *yonkan-hensei* orchestras, whose wind instrument sections are a doubling of the Example A configuration, and the *gokan-hensei* orchestra, where the wind instrument configuration is equivalent to Examples A and B combined.

Q. How many people do you need to make an orchestra?

A. If one is only talking about classical orchestras, then the number of people necessary is determined by the particular piece of music being performed. Therefore, it isn t really possible to simply say over this number it becomes an orchestra. Looking from an historical perspective, in 1730 when J.S. Bach performed cantata at St. Thomas church, his orchestra had around 10 string performers, a similar number of wind members, as well as a harpsichord. In the latter half of the 18th century, the orchestras that performed the works of Haydn, a prolific composer who wrote over 100 symphony scores, are said to have numbered barely 20 musicians. However from the beginning of the 19th century, concert chambers became progressively larger, and this factor together with the influence of Beethoven saw the emergence of basic orchestral configurations of around 50 to 55 members. Beethoven s landmark Ninth Symphony, composed late in his career, saw the addition of cymbals and other percussion, and even used a choir in its final movement. From then on, more works were written specifically for even larger arrangements. In the early 20th century, Mahler s Symphony No. 8 was premiered in Munich using a combined orchestra and choir numbering some 1,310 members. This famous score thus became known as Symphony of a Thousand. (These days it is generally performed by under 500 persons.) This is of course an extreme example, but it certainly serves to emphasize how big a factor the orchestral configuration (number) is for a composition.

Q. Do you have to take a test to get into an orchestra?

A. Just as there is an entrance exam to get into many companies, one sits an audition to gain entry to an orchestra. Positions are advertised widely in newspapers and music periodicals, but are usually only available when specific vacancies need to be filled or when an orchestra embarks on expansion. For this reason the competition to enter is almost invariably fierce. Many pages of the German music magazine *Das Orchestra* are filled with employment advertisements. Such advertisements often read ABC Philharmonic, Music Director: XYZ, seeks the following performers: Second Violin (2); Principal Trombone (1). The audition judging panel usually includes such people as the music director, members of the section having the vacancy, and the orchestra s manager. The tests consist of playing famous concertos for the particular instrument in question, as well as important melodies and difficult parts of orchestral compositions. For the former, in the case of, say, a flute or oboe, a Mozart concerto would be a common test, while for the latter, a clarinet test may involve playing a phrase from Prokofiev s Peter and the Wolf. The most severe competition occurs for wind instruments, whose numbers are low within the overall orchestra structure. In contrast, the lowest ratio of applicants to positions is said to be for violas, which occupy a relatively large number of positions in comparison to the small number of performers available.

Now we ve discussed five basic questions relating to the make-up of an orchestra. For those who are already well-versed in the field, such questions may seem quite trivial, but even if you learned just one new thing, we think it was worthwhile.

Yamaha Pianos Feature in Smithsonian Institution "Piano 300" Exhibition

The Smithsonian Institution s National Museum of American History in Washington, D.C. launched a special exhibition entitled Piano 300 on March 8, 2000 to mark the 300th anniversary of the birth of the piano. The exhibition introduces the history of this most influential of instruments, and covers the major piano makers down through the years, including such names as Steinway, Chickering and Yamaha. There is an explanation of the first Yamaha piano made in 1900, including a picture of Yamaha s founder, Torakusu Yamaha, under the heading The Birth Cry of Pianos in Asia. In addition, there is also commentary on the modern convergence of piano technology and electronics, in which the Disklavier is introduced. Within the Piano Parts Exhibit, there is a bridge and pin block from a CFIIIS, giving much prominence overall to the Yamaha brand in this major public exhibition. The exhibit is scheduled to remain open until March 4, 2001.

Pamphlet introducing the Piano 300 Exhibition

Silent Electric Cello SVC-200 Wins "Best of Category" Award

In the Annual Design Review published by America s *International Design Magazine*, the Silent Electric Cello SVC-200 won a Best of Category award. This award was won in 1998 by the Silent Electric Violin SV-100, and is ranked higher than the Design Distinction award given to the WX5 Wind MIDI Controller in 1999.

SVC-200

Silent Violin SV-100 Wins Japanese Invention Award

On June 13 at the Hotel Okura Tokyo, the awards ceremony was held for the Japanese Invention Awards 2000, under the auspices of the Japan Institute of Invention and Innovation. Takashi Honda who was responsible for the Silent Electric Violin SV-100 development project, accepted the Invention Award for the electric violin concept.

Mr. Takashi Honda (left) with Yamaha Design Institute Director Mr. Yasuhiro Kira

Toshiko Akiyoshi Concert With CFIIIS

On April 1, world-renowned jazz pianist and composer Toshiko Akiyoshi performed in concert at the Kennedy Center in Washington, D.C. At the sellout show Akiyoshi introduced the name of each song as she went.

The piano used for the concert was a new CFIIIS. Partway through the show, Akiyoshi turned to the audience with the comment, Thanks to Yamaha Corporation of America for providing a nice piano. The concert received rapturous applause and ended with an encore of two songs.

Toshiko Akiyoshi and the Yamaha CFIIIS

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